

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A customer relationship management system comprising:

~~a database for storing various kinds of sensitivity information classified by customers and encoded behavior pattern information determined in correspondence with the encoded sensitivity classification, and information on service request particulars; and a server network constructed to include an information collection server for collecting information according to the service request particulars or satisfaction/dissatisfaction with the service from respective customers, and an information transfer server for selectively transferring the information stored in the database to terminals of respective technicians~~

a server configured to collect request information concerning a customer request, to collect customer sensitivity information concerning a sensitivity of the customer, and to provide at least one behavioral pattern example on how to interact with the customer based on the collected customer sensitivity information.

2. (Currently Amended) The customer relationship management system as claimed in claim 1, wherein ~~in the database is stored at least one of introduction information of the respective technicians and information on a serviceable time, and the server network~~

further includes further comprising:

a database configured to store the request information, the customer sensitivity information, the at least one behavioral pattern, and personnel information about responding persons that may be selected to respond to the customer request;

a transfer mechanism configured to transfer the customer sensitivity information and the at least one behavioral pattern to at least one selected responding person; and

a service progress confirming server for updating configured to update a current progress state by continuously confirming [[the]] a current progress state of the respective technician responding person.

3. (Currently Amended) The customer relationship management system as claimed in claim [[1]] 2, ~~wherein the server network further includes further comprising:~~

an information extraction server for extracting mechanism configured to extract information on a specified technician proper for responding person that is best suited to handle the customer's service request particulars among the information on the respective technicians stored in the database based on the personnel information about the responding persons and customer's service request particulars, and providing to provide the extracted information on the specified technician responding person to the customer.

4. (Currently Amended) The customer relationship management system as claimed in claim [[1]] 2, ~~wherein the server network further includes further comprising a service performance confirming server for receiving particulars of service mechanism~~

configured to receive performance completion information concerning the customer's request from the technician's terminal responding person, and registering the particulars of service to register the performance completion information in the database.

5. (Currently Amended) The customer relationship management system as claimed in claim [[1]] 2, further comprising a message transfer server ~~for transferring mechanism configured to transfer a message to the customer for confirming the service satisfaction to the terminal of a specified customer if service providing to the specified customer is completed customer's request has been satisfactorily handled by the responding person after the customer's request has been handled.~~

6. (Currently Amended) The customer relationship management system as claimed in claim 5, wherein the message transfer server mechanism is at least one of ~~from a server for transferring configured to transfer the message prepared as an e-mail and a server for performing configured to perform a message service used in a mobile communication network.~~

7. (Currently Amended) The customer relationship management system as claimed in ~~claim 1~~claim 2, wherein ~~the~~a terminal of the technician ~~responding person~~ is a portable personal digital assist (PDA), portable personal computer, individual personal computer, or portable wire/radio phone, which can receive information from the information transfer server mechanism through various kinds of communication networks such as including on-line message receiving space assigned to the ~~corresponding technician responding person~~, or search and register the service related information ~~concerning the~~

customer's request by directly accessing the ~~information transfer server mechanism~~.

8. (Currently Amended) A method of operating ~~the~~a customer relationship management system comprising:

~~a first operation step of a server network confirming service request particulars and a sensitivity of a customer if a customer's access for a service request is confirmed;~~

~~a second operation step of the server network obtaining reception information for a classified type corresponding to the confirmed sensitivity of the customer;~~

~~a third step of the server network receiving the service request of the corresponding customer as performing a reception based on the obtained reception information; and~~

~~a fourth step of the server network registering the information requested by the customer in a database~~

collecting request information concerning a customer request;

collecting customer sensitivity information concerning a sensitivity of the customer; and

providing at least one behavioral pattern example on how to interact with the customer based on the collected customer sensitivity.

9. (Currently Amended) The method as claimed in claim 8, wherein at the first operation step of the server network, the customer's sensitivity is directly confirmed by a receptionist based on predetermined reference particulars during a phone call with the receptionist receiving the customer's service request further comprising:

storing in a database the request information, the customer sensitivity information, the at least one behavioral pattern, and personnel information about responding persons that may be selected to respond to the customer's request;
transferring the customer sensitivity information and the at least one behavioral pattern to at least one selected responding person; and
confirming the collected customer sensitivity information based on a receptionist's conversation with the customer.

10. (Currently Amended) The method as claimed in claim 8~~claim 9~~, wherein ~~at the first operation step of the server network, the customer's sensitivity the collected customer sensitivity information~~ is confirmed by comparing at least one of ~~from~~ a high/low-pitched voice and ~~used words transferred used~~ during the customer's service request with predetermined reference particulars of a sensitivity classification.

11. (Currently Amended) The method as claimed in claim 8, further comprising ~~the step of performing a customers sensitivity classification in classifying the sensitivity of the customer in~~ a manner that if the customer has a good feeling for the corresponding service response, the customer is classified into a customer having a positive sensitivity, if the customer has an expected feeling, the customer is classified into a customer having an expected sensitivity, and if the customer has an ill feeling, the customer is classified into a customer having a negative sensitivity.

12. (Currently Amended) The method as claimed in claim 11, wherein the customer having the positive sensitivity is a customer having at least one ~~particular among from~~ requesting a visit at a convenient time, holding a kind reception, praising the technician ~~a responding person, praising the a receptionist, praising the corresponding company (or enterprise)a company or enterprise related to the customer's request,~~ and praising products of the ~~corresponding company or enterprise.~~

13. (Currently Amended) The method as claimed in claim 11, wherein the customer having the expected sensitivity is a customer having at least one ~~particular among from~~ requesting a prompt visit, requesting a superior-technician~~person to respond to the customer's request,~~ having a sense of authority, intimating, taking pride in an enthusiastic fan of a ~~corresponding company related to the customer's request,~~ having a relative employed in the ~~corresponding company, belonging to a livelihood-protection/respect-for-age group, taking pride in old products, requesting inexpensive charges, asking questions about a guaranteed period, having an insufficient understanding, requesting an accurate visit time, supervising through a third party, and withdrawing the service during a technician's-the responding persons visit.~~

14. (Currently Amended) The method as claimed in claim 11, wherein the customer having the negative sensitivity is a customer having at least one ~~particular among from~~ receiving no visit at a time requested by the customer, having repeated troubles of a product, distrusting a technical ability, being dissatisfied with traveling/repairing charges, being dissatisfied with collection of phone call charges, being dissatisfied with frequent call-

disconnection, having difficulty in calling, being impatient in character, taking a promise/confidence seriously, having a hard-grained character, requesting another ~~technician~~responding person, distrusting products, being dissatisfied with components of the product, having a reception omitted, and having excessive repairing experiences.

15. (Currently Amended) The method as claimed in claim 8, further comprising the steps of:

confirming an area where the customer is positioned and ~~a~~ time zone for providing ~~the requested service~~ a response to the customer's request;

obtaining schedule information of ~~technicians~~ possible responding persons in charge of a service field requested by the customer among ~~respective technicians~~ a plurality of responding persons who are allocated with the corresponding area as their service providing area;

extracting information on the ~~technicians~~ responding persons who are not ~~pressed~~ responding in the time zone when the customer wants to receive ~~the service~~ the response based on the obtained schedule information;

displaying the extracted information on the ~~technicians~~ responding persons on a terminal of the corresponding customer, and requesting the customer to select a specified ~~technician~~ responding person from whom the customer ~~hopes~~ wants to receive the ~~service~~ response among the displayed ~~technicians~~ responding persons; and

registering in ~~the~~ a database information on an additional schedule of the selected ~~technician~~ responding person along with ~~the service request~~ response particulars

concerning the response to the customer's request.

16. (Currently Amended) The method as claimed in claim [[8]] 2, wherein the second operation step of the server network comprises further comprising:

classifying the collected customer sensitivity information into categories;

confirming a code of ~~the~~a classified type category corresponding to the customer's sensitivity;

registering in the database information ~~on~~concerning the customer's service request and information ~~on~~concerning the confirmed code of the classified type category; and

informing the ~~corresponding technician responding person~~ of the registered information and ~~information on reception particulars according to the at least one behavioral pattern based on the confirmed code of the classified type of the corresponding customer.~~

17. (Currently Amended) The method as claimed in claim 16, ~~wherein in case that the technician receives from the server network information on the service request particulars of the corresponding customer and the reception particulars according to the code of the classified type of the corresponding customer, the service performing step of the technician includes the steps of further comprising:~~

~~performing additionally the service according to the customer's sensitivity classification simultaneously with performing the service based on the respective information transferred from the server network~~

responding to the customer's request using the registered information and the at least one behavioral pattern; and

informing a result of the ~~service-response~~ to an information collection server after completion of the service.

18. (Currently Amended) The method as claimed in claim 17, ~~wherein the server network transfers further comprising transferring the respective information to the technician registered information and the at least one behavioral pattern using one among information providing through a PDA, information providing through an e-mail, a direct call through with a portable phone, indirect information providing such as a voice-mail box and or a short message service.~~

19. (Currently Amended) The method as claimed in claim 17, further comprising the step of informing in advance a visit schedule to the ~~corresponding customer using a phone and so on before the technician, who received the information on the respective service request particulars and sensitivity type of the customer, responding person~~ visits the corresponding customer.

20. (Currently Amended) The method as claimed in claim 19, wherein ~~at the step of when~~ informing in advance the visit schedule to the customer, the ~~technician responding person~~ informs the visit schedule based on ~~information on words and behavior knobs the at least one behavioral pattern~~ determined to cope with the ~~needed customer's~~ sensitivity classification.

21. (Currently Amended) The method as claimed in claim 17, ~~wherein the service performing step of the technician further comprises the step of further comprising~~ judging again the customer's sensitivity.

22. (Canceled).

23. (Currently Amended) The method as claimed in claim 21, wherein the information according to ~~about~~ the customer's sensitivity classification seized gathered by the technician responding person is informed to an information receiving network along with a result of the corresponding service response to the request when service completion information is informed the response is completed.

24. (Currently Amended) The method as claimed in claim 8, ~~wherein the operation method of the server network after receiving the information on the completion of the service provided to the customer from the technician comprises the steps of further comprising:~~

informing information about a completion of the response provided to the customer from the responding person;

confirming the a recent customer's satisfaction with the provided service response based on an informed result; and

storing again the recent customer's satisfaction information confirmed through the above process.

25. (Currently Amended) The method as claimed in claim 24, wherein ~~the step of~~ confirming the recent customer's satisfaction comprises ~~the steps of:~~

if it is confirmed that the service providing response is completed, transferring to the customer a message for confirming the satisfaction with the provided service by ~~searching the information on the corresponding customer response~~; and

if a reply to the transferred message is received from the customer, confirming the satisfaction of the ~~corresponding~~ customer by analyzing contents of the replied message.

26. (Currently Amended) The method as claimed in claim 25, wherein the message transferred to the customer includes at least one ~~particular among various kinds of from~~ questions, repeated troubles, ~~technician's a kindness of the responding person,~~ particulars to be requested to the customer, the response to the particulars requested by the customer, and guidance of events.

27. (Currently Amended) The method as claimed in claim 25, wherein the message is transferred to the customer using ~~one service of an e-mail, or messenger on a typical the Internet, or using~~ a short message service on a mobile communication network.

28. (Currently Amended) The method as claimed in claim 27, wherein ~~the various kinds of~~ questions included in the e-mail are presented in ~~the a~~ form of an inquiry.

29. (Currently Amended) The method as claimed in claim 27, further comprising the step of providing a predetermined incentive to the customer if the customer sends a reply in response to the inquiry included in the e-mail.

30. (Currently Amended) The method as claimed in claim 25, wherein transferring the message ~~transferring~~ step includes the steps of comprises:

inputting the message to be transferred to the ~~corresponding~~ customer;

selecting a specified data communication network to which the customer ~~subject to the message transfer~~ belongs;

entering a message sender and phone number for reply; and

sending the message to the ~~corresponding~~ customer through the corresponding data communication network.

31. (Currently Amended) The method as claimed in claim 30, wherein the message sender is a customer service center having an area where the ~~corresponding~~ customer resides as its jurisdiction area, and the phone number for response is an ARS system of the customer service center for confirming the customer's satisfaction or a phone number of a person in charge of the customer service center.

32. (Currently Amended) The method as claimed in claim 25, further comprising the steps of:

primarily confirming the satisfaction of the customer according to the service providing provided response by making a phone call to the customer before the message for

confirming the satisfaction ~~according to the service providing~~ of the provided response is transferred to the customer after ~~completion of the service performance~~ the response is completed; and

transferring the message for confirming the customer's satisfaction ~~according to the service providing~~ to the ~~corresponding~~ customer if the phone call is refused or the customer is absent ~~at the step of primarily~~ when confirming the customer's satisfaction.

33. (Currently Amended) The method as claimed in claim 25, wherein ~~transferring~~ the message ~~transferring~~ step further comprises:

confirming whether ~~any~~ an event in the company providing the response occurs; and

if it is confirmed that the event occurs, appending a brief explanation of the event to the message to be transferred.

34. (Currently Amended) The method as claimed in claim 25, ~~wherein at the step of storing contents of the message replied from the customer in the corresponding database,~~ further comprising:

~~classifying~~ the contents of the message ~~are classified~~ into terms according to degrees of satisfaction, ~~and then stored in the corresponding database~~ storing the classified terms.

35. (Currently Amended) The method as claimed in claim 34, wherein the stored classified terms ~~according to the satisfaction degrees of the message stored in the database~~ are simple satisfaction, questions about how-to-use and repeated trouble, and impression.

36. (Currently Amended) The method as claimed in claim 25, wherein the customer replies to the message using at least one ~~of~~from a phone call, a short message service, an e-mail service, and ARS service.

37. (Currently Amended) A customer relationship management system comprising:

a database ~~for storing~~ configured to store at least one ~~of~~from introduction information ~~of respective technicians~~ about responding persons that may be selected to respond to a customer's request and information on a serviceable time, and information ~~on~~ service request particularsconcerning the customer's request; and

a server network ~~constructed~~ configured to receive a service the customer's request ~~from a customer~~, recommend at least one responding person ~~the respective technicians~~ for the received service to ~~the corresponding customer~~ customer's request, provide the introduction information for the recommended at least one responding person, allow the customer to select a specified responding person from the at least one responding persons, and update the service particulars requested by the customer in a schedule of a specified technician responding person if the specified technician responding person is selected by the customer.

38. (Currently Amended) The customer relationship management system as claimed in claim 37, ~~wherein the server network comprises~~further comprising:

an information collection ~~server for collecting~~mechanism configured to ~~collect~~information on the particulars of the requested service concerning the customer's request and information on a present ~~service response~~ progress state of the ~~respective technician selected responding person~~;

a service progress confirming ~~server for~~mechanism configured to update continuously updating the database by continuously confirming the ~~a~~ current work progress of the ~~respective technician selected responding person~~;

an information transfer ~~server for~~mechanism configured to selectively ~~transferring~~transfer the information stored in the database to a terminal of the ~~respective service provider~~selected responding person; and

an information extraction ~~server for extracting~~mechanism configured to ~~extract~~information on a specified technician responding person suitable for the customer's service request ~~particulars~~ among information on the respective ~~technician responding person~~ stored in the database based on the ~~information concerning the customer's service request particulars~~ and ~~providing to provide~~ the extracted information to the customer.

39. (Currently Amended) A method of operating ~~the a~~ customer relationship management system comprising:

~~a first operation step of a server network confirming an area where a customer~~

is located and a service providing time if a customer's access for a corresponding service request is confirmed customer initiates a request;

~~a second operation step of the server network~~ obtaining schedule information of technicians possible responding persons in charge of a field of the service requested by the customer customer's request among the technicians responding persons which designate the a corresponding area as their service providing area;

~~a third step of the server network~~ extracting information on the technicians responding persons which have time to spare when the customer desires to receive the service response based on the obtained information;

~~a fourth step of the server network~~ displaying information on the respective extracted technicians responding persons on a terminal of the corresponding customer, and requesting the customer to select a specified technician responding person from which the customer wants to receive the service among the displayed technicians wants; and

~~a fifth step of the server network~~ informing particulars of the service requested by the corresponding customer information concerning the customer's request to the selected technician responding person.

40. (Currently Amended) The method as claimed in claim 39, further comprising the step of a service progress confirming server of the server network receiving at any time information on a current service response progress state from the respective technicians selected responded person during the progress of the respective steps response, and continuously storing the received information in a database.

41. (Currently Amended) The method as claimed in claim 39, further comprising the step of an information collection server of the server network updating information on a reservation state at a service response providing time zone requested by the customer in schedule information particulars of the technician selected responding person by the customer during progress of the fifth step of the server network response.

42. (Currently Amended) The method as claimed in claim 39, further comprising the step of the server network requesting the respective technicians responding persons to register respective schedule information before starting their schedules of the respective technicians, and registering in a database the registered schedule information in response to the request.

43. (Currently Amended) A customer relationship management system comprising:

a graphical user interface configured to display to the customer at least one responding person that can respond to the customer's request and to display an image of the at least one responding person to the customer;

a database for storing configured to store information on various kinds of service particulars provided to respective customers;

a server network for continuously confirming configured to confirm continuously confirming whether performing performance of a service is completed by confirming the stored information, and confirming to confirm a customer's satisfaction with the completed service if the performing of the corresponding the performance of the service

is completed; and

a message transfer server for transmitting mechanism configured to transmit a message to a terminal of the corresponding customer for confirmation of to confirm the customer's satisfaction with the service if the providing of the provided service is completed.

44. (Currently Amended) The customer relationship management system as claimed in claim 43, wherein the message transfer server mechanism is at least one of a server for transferring configured to transfer the message prepared as an e-mail and a server for performing configured to perform a message service used in a mobile communication network.

45. (Currently Amended) A method of operating the a customer relationship management system comprising the steps of:

displaying to the customer at least one responding person that can respond to the customer's request and an image of the at least one responding person to the customer; a server network confirming whether performance of a service requested by a customer is completed;

if it is confirmed that the performance of the service is completed, searching information on the corresponding customer pre-stored in a database, and transferring a message for confirming satisfaction with the provided service to the customer; and

if a response to the message transferred to the customer is obtained, registering contents of the message in the corresponding database.

46. (Currently Amended) The method as claimed in claim 45, wherein the transfer of the message to the customer is performed using ~~an e-mail on an Internet~~.

47. (Currently Amended) The method as claimed in claim 46, wherein the e-mail transferred to the customer ~~for satisfaction confirmation~~ includes at least one ~~among various kinds of from~~ questions, repeated troubles, ~~technician's-a kindness of a responding person~~, particulars to be requested to the customer, the response to the particulars requested by the customer, and guidance of events.

48. (Currently Amended) The method as claimed in claim 47, wherein the ~~various kinds of~~ questions included in the e-mail are presented in the form of an inquiry.

49. (Currently Amended) The method as claimed in claim 47, further comprising the step of providing a predetermined incentive to the customer if the customer sends a reply in response to the inquiry included in the e-mail.

50. (Original) The method as claimed in claim 45, wherein the message is transferred to the customer using a short message service provided through a mobile communication network.

51. (Currently Amended) The method as claimed in claim 45, wherein transferring the message transferring step includes the steps of: inputting the message to be transferred to the ~~corresponding~~ customer;

selecting a mobile communication network of a specified mobile communication service provider to which the customer ~~subject to the message transfer~~ belongs;

entering a message sender and phone number for reply; and sending the message to the ~~corresponding~~ customer through the mobile communication network of the ~~corresponding~~ mobile communication service provider.

52. (Currently Amended) The method as claimed in claim 51, wherein the message sender is a customer service center having an area where the ~~corresponding~~ customer resides as its jurisdiction area, and the phone number for response is an ARS system of the customer service center for confirming the customer's satisfaction or a phone number of a person in charge of the customer service center.

53. (Currently Amended) The method as claimed in claim 45, further comprising the steps of:

~~primarily~~ confirming the satisfaction of the customer according to the ~~service providing~~ provided response by making a phone call to the customer before the message for confirming the satisfaction ~~according to the service providing~~ is transferred to the customer after ~~completion of the service performance~~ the response is completed; and

transferring the message for confirming the customer's satisfaction according to the ~~service providing~~ to the ~~corresponding~~ customer if the phone call is refused or the customer is absent at the step of ~~primarily~~ when confirming the customer's satisfaction.

54. (Currently Amended) The method as claimed in claim 45, wherein transferring the message ~~transferring step further~~ comprises:

confirming whether any an event in the company providing the response occurs; and

if it is confirmed that the event occurs, appending a brief explanation of the event to the message to be transferred.

55. (Currently Amended) The method as claimed in claim 45, wherein ~~the step of storing registering the contents of the message replied from the customer in the corresponding database~~ comprises ~~the steps of~~:

classifying the contents of the message into terms according to degrees of satisfaction; and

storing the classified terms ~~according to the degrees of satisfaction~~ in the ~~corresponding~~ database.

56. (Currently Amended) The method as claimed in claim 55, wherein the classified terms ~~according to the satisfaction degrees of the message stored in the database~~ are simple satisfaction, questions about how-to-use and repeated trouble, and impression.

57. (Currently Amended) The method as claimed in claim 45, further comprising ~~the steps of~~:

confirming whether the ~~corresponding~~ customer is a new customer or registered customer to secure an e-mail address of the customer; and

if it is confirmed that the customer is the new customer, requesting input of the e-mail address of the customer along with respective information of the customer, while if it is confirmed that the customer is the registered customer, requesting input of additional information on the e-mail.

58. (Currently Amended) The method as claimed in claim 45, wherein the message reply response to the message is received from the customer using at least one among from a phone call, short message service, e-mail service, and ARS service.